

Chapter 13

SIGN CONTROLS

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13.1 Purpose

This Chapter, hereinafter referred to as the "Sign Control Ordinance", creates a legal framework for regulating signage.

The Sign Control Ordinance recognizes that outdoor signage places certain demands upon the attention of people passing by, which cannot easily be ignored, set aside, or turned off at will as may be done with other media. The Sign Control Ordinance also recognizes the need to protect the safety and welfare of the public; the need to protect and enhance property values and to provide a strong economic base by maintaining the attractive appearance and unique character of this community; the need to protect people from assaults on their privacy and sensibilities; and the need to provide adequate and effective identification and communication. The identity of businesses, the nature of the business or manufacturing activity on a site, as well as directional instructions to pedestrian and vehicular traffic on a site provide important information necessary for pleasant and effective commerce between the public and business establishments.

13.2 Major Objectives

- A. To provide safe passage for pedestrian and vehicular traffic by regulating location, illumination, design components, construction, installation and maintenance.
- B. To avoid sign clutter and minimize competition among neighboring signage by regulating the number, size, location and illumination.
- C. To preserve the character and unique appearance of the community by regulating new signage, removing obsolete signage, and restricting certain types of signage.
- D. To provide for legible signage by regulating the size and quantity of sign graphics while taking into consideration the circumstances under which it is viewed and the limits of human vision and comprehension.
- E. To promote signage that is compatible with adjoining land uses, as well as the general character of the area and/or zoning district in which the signage is located.

13.3 Historic Downtown Business Preservation District

The Historic Downtown Business Preservation District has a unique and historic character. Many of the

buildings located within this district are of an architectural design popular in the late nineteenth century. This historic character is considered to be one of the most important assets of the District and the City of Woodstock. It is the intent of this Chapter that this character be preserved. It is not the intent of this Chapter to limit the effectiveness of signs within this district but to allow messages to be conveyed more effectively and, at the same time, to preserve the historic character of the Historic Downtown Business Preservation District.

In addition to the regulations contained herein, signs located within the Historic Downtown Business Preservation District shall meet the following standards which are excerpted from the **National Park Service's Preservation Brief # 25: The Preservation of Historic Signs**:

- A. Signs should be viewed as part of an overall graphics system for the building. They do not have to do all the "work" by themselves. The building's form, name and outstanding features, both decorative and functional, also support the advertising function of a sign. Signs should work with the building, rather than against it.
- B. New signs should respect the size, scale and design of the historic building. Features or details of the building will suggest a motif for new signs.
- C. Sign placement is important and new signs should not obscure significant features of the historic building. Signs above a storefront should fit within the historic signboard, for example.
- D. New signs should respect neighboring buildings. They should not shadow or overpower adjacent structures.
- E. Sign materials should be compatible with those of the historic building. Materials characteristic of the building's period and style, used in contemporary designs, can be used to form effective new signs.
- F. New signs should be carefully attached to the building to prevent damage to historic fabric and to ensure pedestrian safety. Fittings should penetrate mortar joints rather than brick, for example, and sign loads should be properly calculated and distributed.

The Historic Downtown Business District is depicted on the following map and is legally described in Section 7.7.4.6 of the Woodstock City Code.

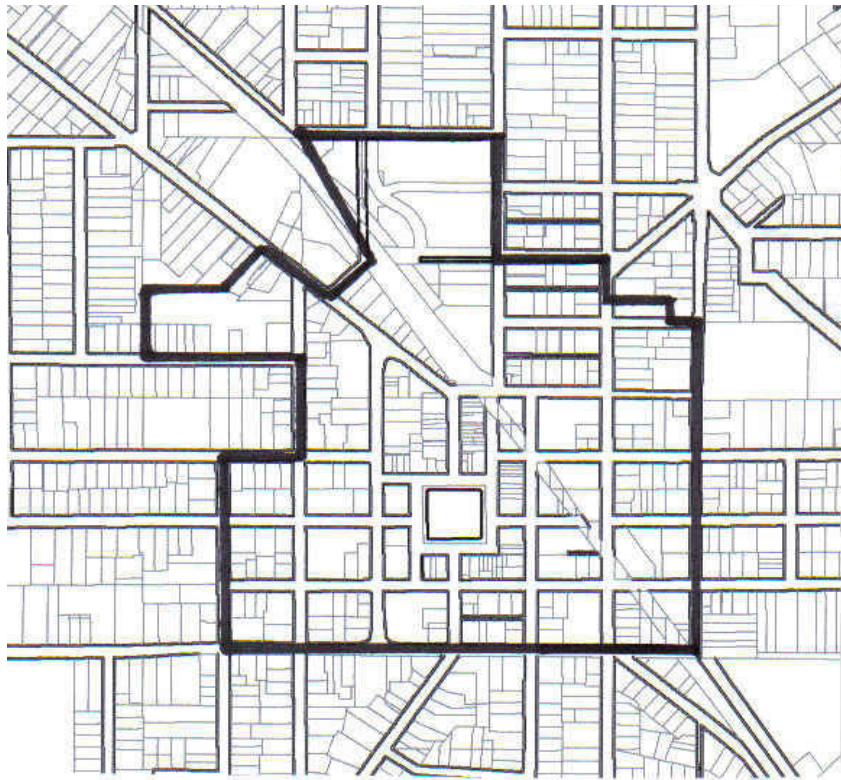
13.3.1 Historic Square Area

The Historic Square Area is located within the Historic Downtown Business Preservation District and is comprised of properties located on the following streets: Johnson, Cass, Benton, Van Buren, Main, Dean (north of Calhoun), Judd (between Benton to Jefferson), and Jackson (between Throop and Jefferson).

13.4 Prohibited Signs and Practices

The use of the following signs within the City is prohibited unless otherwise specified herein:

- A. Off premise signs except as provided in Section 13.6.H, Sidewalk Signs. An off premises sign is a sign which identifies goods, services or facilities which are not available on the premises where the sign is located, except as provided for in the Woodstock City Code. (Ordinance Number 09-O-64, adopted October 20, 2009).



Woodstock Historic Downtown Business Preservation District

- B. Signs which revolve, rotate, move or give the appearance of movement.
- C. Signs attached to any tree, fence, fire escape, bush, or utility pole, or located within a public right-of-way, except as provided for in Sections 13.4.H, 13.5.1, 13.5.3, and 13.8.3.
- D. Signs painted directly on a building.
- E. Roof signs or signs which are displayed above the roof line of a building or structure.
- F. Message center signs or sign which contains changeable copy that flashes, scrolls continuously, changes more than once in a four hour period, or is animated.
- G. Flashing signs which contains an intermittent light source, or gives an illusion of intermittent or flashing light by means of animation, or an externally mounted flashing light source.
- H. Portable or movable signs except as provided in Section 13.6, including a portable or movable sign or display which is not permanently attached to a building or anchored to the ground; or a sign or display which is designed to be moved from place to place by means of a trailer.
- I. Signs with moving parts.
- J. Changeable copy signs except as provided in Sections 13.5.S, 13.8.4.C, 13.8.8, 13.8.11, 13.8.12, 13.8.13, and 13.9.

- K. Attention-getting devices including, but not limited to search lights, propellers, spinners, streamers, pennants, balloons and flags, except as provided in Section 13.6.D.
- L. Balloons of metallic material or with tethers containing or consisting of metallic material.
- M. Lettering or other elements of a sign message which extend beyond the exterior perimeter of the surface to which it is attached.
- N. Signs which imitate or otherwise resemble an official traffic sign or signal, or which bear the words "Stop", "Slow Down", "Caution", "Warning" or similar words and are displayed in the color or manner normally associated with traffic control signs.
- O. Signs attached to a motorized vehicle or piece of equipment which is not operational and in working order.
- P. Home occupation signs in residential zoning districts.

13.5 Exempt Signs

The following types of signs may be erected without City approval and a sign permit is not required.

- A. **Governmental Traffic Control and Directional Signs**
A sign used by a governmental agency for the purpose of public instruction, street or highway designation, traffic control or similar uses necessary for the public safety may be located on a fence or utility pole, and may be located within a dedicated public right-of-way.
- B. **Public Utility Directional Signs**
A sign used by a public utility for the purpose of warning or directing pedestrians or vehicular traffic may be located on a fence, tree or utility pole and may be located within a dedicated public right-of-way. This does not include a sign for the promotion or sale of the utility's products or services.
- C. **Land Use Regulatory Signs**
Signs used to regulate the use of and access to private property may not exceed one and one-half (1.5) square feet in area. Such a sign may include "No Trespassing", "No Hunting", "No Parking" and similar regulatory signs and may be attached to a fence or other permanent structure.
- D. **Residential and Garage/Yard Sale Signs**
Signs announcing a garage sale or yard sale shall comply with Title 3, Chapter 7 off the Woodstock City Code. (Ordinance Number 09-O-64, adopted October 20, 2009).
- E. **Temporary Window Signs**
Temporary signs within a window must be located in a business or manufacturing district and may be constructed of cloth, fabric, paper, temporary paint or similar material. At no time may a temporary window sign be internally illuminated.
- F. **Window Signs (Outside the Historic Downtown Business Preservation District)**
A sign installed on or painted directly onto a window or the glass surface of a door for the purpose of conveying information to the public outside the premises is exempt if located in a

business or manufacturing district outside the Historic Downtown Business Preservation District, provided it does not cover more than fifty percent of the window area. Window signs that flash or otherwise create a distraction for motorists are prohibited.

G. Temporary Real Estate Signs

A temporary real estate sign shall not be located in a public right of way or on any other property except the lot or parcel which is for sale. Such a sign shall not exceed six (6) square feet in area in a residential district or sixteen (16) square feet in area in a business or manufacturing district. No more than one (1) real estate sign is permitted on a given lot except for a corner lot in which case one (1) sign may be displayed facing each street on which it fronts. A real estate sign shall be taken down within seven (7) days after the sale, rental or lease of the property. Off premise signs which point to property for sale are prohibited.

H. Political Campaign Signs

Window, wall or ground political campaign signs which announce a candidate as seeking a public political office and/or which conveys political issues and other data pertinent thereto, are allowed in all zoning districts. However, if such a sign is erected as a ground sign, it shall not exceed sixteen (16) square feet in area and forty-eight (48) inches in height. A political campaign sign shall not be located in a public right-of-way. Such a sign shall be installed no sooner than sixty (60) days prior to the election and shall be removed within forty-eight (48) hours.

I. On-Premise Temporary Decorations

Exterior or interior on-premise temporary decorations are those visible from the exterior of a premise and displayed in connection with a nationally recognized holiday. Such decorations shall be displayed for a period of not more than 45 days and may not be located within a road right-of-way, unless otherwise approved by the Community Development Director.

J. Flag and Emblem

The display of a flag or emblem of a governmental, political, civic, philanthropic, educational, religious or corporate organization is exempt, provided that only one of the above is displayed by an individual establishment or proprietorship or on any single building or parcel of land. The display of the flag of the United States, which is flown in accordance with the U.S. Flag Code, is exempt from these regulations.

K. Historical References

An historical reference shall include a memorial plaque, marker or tablet displayed on private or public property for the purpose of identifying the name of a building, date of erection and other commemorative information. An historical reference shall be attached to or made a permanent and integral part of the structure and may not exceed four (4) square feet in area.

L. Single Family/Two Family Identification Signs

One (1) pole or wall mounted sign which identifies the occupant and address of a single family or two-family dwelling is allowed per single and/or two-family residential unit. The lettering shall be a minimum of 5 inches in height and the total area of the sign shall not exceed one and one-half square feet. This sign shall be in addition to wall mounted house identification numbers required by the City of Woodstock's building codes. Such a sign may not be used to identify the name of a business being conducted as a home occupation in a residential zoning district.

M. Multi-family, Business, and Manufacturing Address Identification Signs (numerals only)

1. Wall or window location. A wall, window, or door address identification sign is exempt if it complies with the minimum requirements of the City's building codes.
 2. Ground Sign Location
 - a. A ground address identification sign is exempt if numerals are 6 to 8 inches in height and the lettering style, color and material is readable from the nearest public street and is integrated into the overall sign design and contrast with the background on which they are displayed.
 - b. Numerals must be displayed with one of the following methods:
 - 1) Individually applied to the structural part of the sign such as numerals attached to the base or pediment of a monument sign.
 - 2) A sign panel attached to the sign frame, sign pole or sign base.
 - 3) A sign suspended (chains, etc. are not permitted) from the sign.
- N. **Vending Machine Signs and Gas Pump Signs**
Vending machines or gas pumps which display the name, trademark or logo of the company or brand, or prices are allowed provided the display is an integral part of the machine or pump.
- O. **Wall Mounted ATM Machine Signs**
Automatic teller machine (ATM) signs displaying the name of the bank, the ATM network, and the bank cards accepted are allowed provided the display is an integral part of the machine. "Toppers" or other non essential advertising is prohibited. Lighting of a wall mounted ATM machine shall not exceed 75 watts, or must meet downlight standards approved through the Project Review or Historic Preservation Design Review Processes. Signage on "stand alone" ATM's is not exempt from the Sign Control Ordinance.
- P. **Vehicle Signs**
A vehicle sign, which is painted on or applied directly to a truck car, bus, or other motorized vehicle or portable equipment, is allowed provided one of the following conditions is met:
1. The vehicle is registered and licensed to operate on public streets and is actively used in the regular course of business. During periods of business inactivity, the vehicle or equipment is parked in a parking area designated or delineated in accordance with the City's zoning regulations; or
 2. The vehicle or equipment is engaged in an on-site construction project; or
 3. The vehicle or equipment is located on a site located in a business or manufacturing district where the vehicle or equipment is being offered for sale or lease to the general public.
- Q. **Signs Located Within a Site**
Signs not visible from a public or railroad right-of-way or a residential zoning district under normal conditions of vehicular or pedestrian activity, are exempt within a business or manufacturing district.

R. **Directional Signs**

Directional signs are either ground, projecting or wall signs which identify essential service areas of a premise, e.g., "Receiving", "Office", "Parking", etc. Such a sign shall conform to the following conditions:

1. Such sign must be incidental to the principle signage of the premises in terms of size and shall be compatible with the principle signage in terms of style, color, graphics, etc.; and
2. The message conveyed shall be limited to the minimum information necessary to facilitate vehicular and pedestrian movement on the premises.
3. A ground, projecting or wall sign outside the Historic Downtown Business Preservation District may not exceed the following:
 - Ground Sign - Ten (10) square feet in area and four (4) feet in height.
 - Wall Sign - Ten (10) square feet in area and Ten (10) feet in height.
 - Projecting Sign - Nine (9) square feet in area and Ten (10) feet in height.
4. In the Historic Downtown Business Preservation District, a directional sign shall not exceed four (4) square feet in area.

S. **Menuboard Signs** (outside the Historic Downtown Business Preservation District)

Menu Board signs which list services or products which are specifically available for drive-up customers shall not exceed twenty-eight (28) square feet in area and must be located behind the architectural front of the building, extended, and behind the minimum building setback line of a front yard or any yard abutting a public street. A menuboard sign may be internally illuminated and may utilize changeable copy. Menuboards which are visible from a public right of way shall be screened.

T. **Employment Opportunity Sign:**

One temporary employment opportunity sign having a maximum area of six (6) square feet may be displayed per lot or parcel in a business or manufacturing zoning district. The sign must be professionally lettered. Changeable copy lettering is prohibited. The sign shall be removed within 24 hours of the closing of any employee recruitment.

U. **Public Events on Public Property** (Ordinance Number 10-O-18, adopted April 6, 2010):

A not-for-profit group(s) which holds an approved public event on public property may display the minimum signage necessary to direct visitors to the location of the event. A sign plan should be prepared and submitted to the City of Woodstock in conjunction with other event documentation. The sign plan should include the location, size, and content of all signs and shall comply with the following requirements:

1. All signs must be professionally lettered or appear to be professionally lettered.
2. Signs shall not be installed until the day of the event and shall be removed immediately following the event.

3. Information on the signs shall be limited to the name of the event, the location of the event, and instructional information such as directions, parking, and time.
4. Signs shall be placed in accordance with the signage plan and shall not obstruct sight lines or be distracting to motorists. The City reserves the right to remove or relocate any sign in the public right of way.
5. Signs shall not exceed 4 square feet in area.

13.6 Temporary Signs

A temporary sign is any sign, banner, or advertising display constructed with or without frames or braces, for use during a limited period of time. Temporary signs may be erected with the approval of a Temporary Sign Permit provided that the sign(s) comply with the requirements established herein, and that the general intent and purpose of this Ordinance.

A. Construction Signs

One (1) sign may be located on each side of the lot/parcel or on each face of the building which has frontage on a public street. A sign of this type may be used to identify the contractors and the professional firms associated with the project, financing arrangements for the project, and/or the purpose.

- Illumination - None permitted
- Maximum Area: 16 Square Feet - Residential Zoning Districts
32 Square Feet - Business/Manufacturing Zoning Districts
- Time Period - One year and may be renewable. A sign of this type must be removed within fourteen (14) days following an approved Final Inspection.

B. Real Estate Development Signs

One (1) sign is allowed per frontage for a development in any zoning district, consisting of five (5) or more lots or units, or a parcel of land having an area of two (2) or more acres. A sign of this type may be used to identify the name of the representative or real estate agency, logo and telephone number, a brief description of the zoning and number of lots or units available

- Illumination - None permitted
- Maximum Area - 32 Square Feet
- Time Period - Valid for a period of six (6) months. When approval for the project has been granted by the City, a new permit may be issued for a period of one (1) year.

C. Event Signs

One (1) sign may be located on each side of the lot/parcel or on each face of the building which has frontage on a public street on the premises where the event will be located. A sign of this type may be used to identify the name of the civic, philanthropic, educational or religious organization, the type event and the dates and time of the event.

- Illumination - External allowed (see 13.10.1) if desired

- Maximum Area - 32 Square Feet
- Time Period - No more than twenty-one (21) days in advance of the event and must be removed within forty-eight (48) hours of the completion.

D. Extraordinary Promotional Signs

1. Extraordinary promotional signs are temporary in nature and are displayed by for-profit businesses for business promotions for a limited period of time. Two sign types are permitted to be displayed on a lot/parcel, on the face of a building, or for each approved unit in a multiple occupancy building in a business or manufacturing district which has frontage on a public street, except that two banners mounted on parking lot light pole may be displayed per pole on up to two poles.

The following types of signs may be used:

- a. Banners composed of durable, flexible material and fastened on two or more sides must be professionally lettered and may be double faced. Banners which are attached to a wall or mounted to the ground shall not exceed 60 square feet in area and may not be mounted above the height of the first floor of the building or 12 feet, whichever is greater. Banners which are mounted on parking lot light poles shall not exceed 15 square feet in area.
 - b. A-frame, sandwich board, and free standing signs may be utilized provided that they are constructed of wood, metal, or other durable material and are securely moored or supported in or on the ground by adequate bracing. They must be professionally lettered and may be double-faced. Changeable copy shall not be used. An a-frame or sandwich board may not exceed 16 square feet in area. Other free standing signs shall not exceed 8 feet in height or 32 square feet in area.
 - c. Inflatables may be used but the maximum diameter or other longest dimension may not exceed 12 feet. An inflatable may not be installed on a roof or in a required parking space. It must not overhang a public right of way and it must not be made of metallic materials or have a metallic tether.
 - d. Pennants or Streamers: Pennants are small triangle or otherwise-shaped flags which are connected by a flexible wire or string. Streamers are long strips of paper or other flexible material. Pennants and streamers may not present a hazard to pedestrian or vehicular traffic or otherwise negatively affect public safety.
2. Location: - Extraordinary promotional signs must be at least 2 feet from any lot line and shall not be installed on a roof, or so as to project above a roof, or be placed in a public right of way, except as provided herein. Any temporary sign placed in the public right of way may be removed by the City, without notice.
 3. Illumination - External allowed (see 13.10.1) if desired.

4. Time Period - Permits issued for this type of sign allow display for 60 continuous days or for display of up to four shorter time periods not to exceed 60 days in total.

E. **Establishment Location Signs**

The following signs are allowed as Establishment Location Signs:

1. **Temporary Future Location Sign** - Announcing the name of a future location of an establishment. This sign is allowed for six months and may be renewed if approval for the project has been granted through the Project Review Process during the past six months or if a valid building permit has been issued.
2. **Temporary Identification Sign** - Announcing the formal name and secondary information about the establishment. This sign is allowed for sixty (60) days or until an approved permanent sign is installed.
3. **Establishment Location Sign** -
 - One (1) is allowed for an establishment in a business or manufacturing district.
 - Illumination - External allowed (see 13.10.1) if desired.
 - Maximum Area - Must meet area and height standards for a sign of that type.

F. **Grand Opening Signs**

Grand opening signage shall be limited to two banner signs and one advertising flag per light pole, up to a limit of six light poles. Sign sizes and locations shall be consistent with those allowed for extraordinary promotional signage. Grand opening signs may be displayed for a maximum of 21 days and shall be separate from the 60 day promotional signage permit described in Section 13.6.4.

G. **Non-Profit Organization Fund-raising Campaign Signs**

A 501c3 organization, organized under the Not for Profit Corporation Act of the State of Illinois, may erect temporary signs, not in excess of thirty-two (32) square feet, for fundraising campaign purposes in non-residential zoning districts. A maximum of one sign may be placed on a parcel. Signs may not be located in the public right-of-way. A fundraising campaign sign shall not be in place more than 45 days in any twelve month period. A temporary sign permit shall be required for each sign.

H. **Sidewalk Signs**

Sidewalk signs are temporary signs which are permitted to be placed on public sidewalks and which are intended for pedestrian oriented businesses only. They may be a-frame or sandwich board style or self standing doubled sided panels.

1. Location: A sidewalk sign is only allowed where there is not an alternative location for a permanent ground sign on private property. A sidewalk sign shall be oriented to pedestrians, not motorists. A sidewalk sign must not present an obstruction or risk to public safety at any time.

A sidewalk sign may only be placed in front of the building in which the business is located, provided that at least five feet of unobstructed sidewalk remains. The sign must

be placed within a foot of the wall of a building; however, the Community Development Director may approve an alternative location, based on the location of other obstructions in the right of way.

A sign may not be attached to any other structure, sign, bench, planter, or other streetscape feature.

2. Number of signs: One sign may be displayed per business or per entrance, whichever is less. If multiple businesses share a building entrance, they must share a sidewalk sign. No other temporary sign may be displayed at the same time that a business is displaying a sidewalk sign.
3. Use of signs: Sidewalk sign permits will only be granted to retail businesses, restaurants, or other food service businesses, and personal service businesses where pedestrian traffic is typical. A sign may only be displayed during business hours and must be removed at the close of business each day. Sidewalk signs may not be displayed during times of high winds, snow, or when sidewalks are congested and the placement of the sign may impede the movement of people.
4. Size: A sidewalk sign must be between three (3) and four (4) feet in height and the maximum area of a single side of the sign must not exceed six (6) square feet.
5. Design and Materials: A sidewalk sign must be professionally prepared and must be maintained in good condition. Sidewalk sign design and materials shall comply with the City's Design Review Guidelines for Sidewalk Signs. Dry erase boards and chalkboards are not permitted unless they are within a decorative frame or incorporated into a sign with perimeter artwork or specified in the Design Review Guidelines for Sidewalk Sign.

PVC pipe signs, signs with balloons, festoons, streamers, or other moveable parts or attachments, and signs mounted on wheels are prohibited.
6. Sign Message: The text of the sign shall relate only to the business conducted or goods sold on the premises. Changeable copy letters are not allowed.
7. Illumination is not allowed.
8. Permits: An annual sidewalk sign permit is required. The sign owner shall provide the City of Woodstock with an appropriately worded indemnity and the minimum acceptable liability insurance coverage prior to the issuance of the permit. The City accepts no liability for any injury or damage caused by a sign.
9. Prior to the issuance of a Sidewalk Sign Permit, the Community Development Department shall review the proposed sign for compliance with this ordinance and for compliance with the Sidewalk Sign Design Review Standards. The Community Development Department may reject any sidewalk sign application which does not comply with the Sidewalk Sign Design Review Guidelines or it may refer the application to the Historic Preservation Commission for review. The applicant may appeal the decision of the Historic Preservation Commission to the Woodstock City Council.

Commentary:

The referral of sidewalk sign design or material issues, which are frequently a matter of interpretation or an attempt to obtain direction and guidance, to the Historic Preservation Commission does not require the applicant to submit a petition for a Sign Control Ordinance variation. However, all other sidewalk sign requirements can only be waived if a variation of the requirements of this Ordinance is granted.

10. If a permit holder fails to comply with the provisions of this Ordinance, the permit shall become void and the Community Development Director may cause the sign to be removed.

13.7 Sign Message

A sign message is the information on a sign composed of words, symbols, geometric shapes, pictures or logos which communicate information to the general public.

A. Items of Information

An item of information is a word, abbreviation, phone number, registered trade mark, symbol or geometric shape which is used to identify a building and/or an establishment. Items of information shall be limited to the following:

1. Formal name of the occupant of the establishment; and
2. The occupant's logo; and
3. A brief secondary identification element describing the nature of the business, including any agency or franchise affiliation.

B. Information Entitlement and Counting

Each establishment is entitled to display permanent signage containing up to ten (10) items of information for each public street or highway on which it fronts. However, no more than twenty (20) total items of information may be displayed by one establishment, if it has frontage on more than one street or highway.

When a changeable copy message area is utilized, the amount of items of information available for display shall be reduced by two.

Identical information displayed on opposite sides of a double-faced or V-shaped projecting or ground sign may be counted only once in determining the number of items of information, provided the sign is perpendicular to the building or street on which the establishment fronts.

C. Types of Lettering Not Included

The following types of lettering are not included when computing the number of items of information:

1. Lettering less than 19 inches in height, which is carved into or otherwise made to be a part of the architectural detail of a building, is not made of reflective material, and does

not contrast sharply with the building.

2. Lettering on a permanent directory sign.
3. Lettering, less than 5 inches in height, on a second or third story window sign which refers to a professional occupant of the building in the Historic Downtown Business Preservation District.
4. Lettering, less than 3 inches in height, on the valence, curtain, or edge of an awning or canopy.
5. Lettering on a theater marquee sign which references the names and ratings of the movies currently being shown.
6. Changeable copy lettering on a permanent church or school sign.
7. Information relayed by time and temperature devices, as permitted by this Ordinance.
8. Lettering on permanent directional signs.
9. Information, excluding the name of a firm, referenced on an employment opportunity sign.
10. Lettering, less than three (3) inches in height, contained within a logo, trademark or symbol.
11. Changeable copy lettering which states current fuel prices on a gasoline service station sign.
12. Changeable copy lettering displayed on a permanent changeable message area as provided in Section 13.8.13.
13. Lettering on a window sign under five (5) inches in height, on a permanent business identification window sign located in the Downtown Business Historic Preservation District.
14. Any lettering on a window sign outside the Downtown Business Historic Preservation District.
15. Numerals on an address identification sign.

13.8 Permanent Sign Types and Design Factors

Permanent signs are constructed of weatherproof, durable materials and installed to remain in place for an indefinite period of time. If electrified, installation must comply with the City's building codes. Permits are required.

13.8.1 Permanent Wall Signs

A permanent wall sign is a sign which utilizes a flat background with a decorative and/or raised border, an

enclosed “box”, individual three dimensional alphanumeric letter forms, or a combination thereof, applied directly to the exterior wall of a building.

A. Signable Area

1. Signable area is a triangle or rectangle on the side of a building having an architecturally emphasized public entrance or fronting on a public street. A signable area must be uninterrupted by doors, windows, light fixtures, bracing or other architectural features or decorative elements.
2. A building wall may have several signable areas. A primary signable area must be selected for purposes of this regulation. The primary signable area is the signable area where the primary wall sign will be located. A primary wall sign is the largest wall sign for a business, typically located above a main entrance or centered on the most prominent façade.
3. In the Historic Downtown Business Preservation District, a signable area may not extend above the sill of a second story window or the bottom of a faux mansard.
4. Outside the Historic Downtown Business Preservation District, signable area may be located on an uninterrupted area that is located to the side of a bank of second story windows, up to the top of the second story, or below any cornice, frieze band, fascia board or similar elements, whichever is lower. A sign may be located on the signable area of a tower or pediment feature, provided that the top of the signable area may not be located at a height of more than 20 percent above the average height of the coping on the adjoining wall.
5. Outside the Historic Downtown Business Preservation District, a signable area may be on a faux mansard on a one story building, and may be measured to the top of the mansard or 16 feet, whichever is lower.

B. Sign Size

1. **Primary Wall Sign**
The maximum area of a primary wall sign shall be 1.5 times the length of the architectural front of a single tenant building or 1.5 times the length of the unit in a multi-tenant building; however a sign may never exceed the primary signable area on which it will be located. (For example: 20’ architectural front = 30 square foot maximum sign size)

An increase of up to ten percent of the maximum area of a wall sign may be approved based on demonstrated need, based on factors including, but not limited to, building design and building setback; but the sign may not exceed the primary signable area on which it will be located.

The maximum area of wall sign may not exceed 800 square feet.

2. **Other Walls with Architecturally Emphasized Public Entrances or which Front Public Streets**
The maximum area of a wall sign on other walls with architecturally emphasized public entrances or which abut a public street shall be 0.75 times the length of the wall or the unit; however a sign may never exceed the signable area on which it is located nor may

not exceed the size of the primary sign.

C. Number of Signs

1. One sign may be displayed on any wall containing an architecturally emphasized public entrance or which fronts a public street.
2. Large Buildings: Outside the Historic Downtown Business Preservation District, large buildings with architectural fronts that are at least 125 feet in length may display one primary sign and up to four secondary signs on the same façade. The size of the secondary signs must be less than 50 percent of the area and less than 50 percent of the vertical dimension of the primary sign. The sum total area of all signs on the façade may not exceed 1.5 times the length of the building. The maximum area of wall signage on any building façade shall not exceed 800 square feet.
3. Multiple Tenant Buildings with Shared Entrances and No Storefronts: If a building contains multiple tenant spaces which share an entrance and do not have individual storefronts, the tenants must share a directory sign. Individual signs may only be approved as part of a Comprehensive Signage Plan for a Planned Unit Development or if the primary business has not utilized all secondary signage as provided for in Section 13.8.1.C.2.

Commentary:

A multi-tenant building, such as a grocery store, might contain a bank and a coffee shop inside. If the grocery store building is at least 125 feet in length, it could display one primary sign with the store's name, two secondary signs with store products or services, i.e., liquor, photo processing, etc., leaving two other secondary signs available for the bank and the coffee shop. In this case, items of information on secondary signs will count toward the items of information for the primary business.

D. Sign Replacement

Prior to the installation of a new sign, the fascia to which the sign will be installed must be repaired to the buildings original condition, including, but not limited to, repainting, repair of, discoloration, and hole repair.

13.8.2 Permanent Ground Signs

A ground sign is a sign that is erected on one or more free-standing bases, frames, masts or poles and which is not attached to any building. A single permanent ground sign shall be permitted on each multiple family zoned parcel and for each business or manufacturing zoning lot or parcel.

A. Area and Height Requirements

The maximum area and height requirements for a permanent ground sign are referenced in Table 13.1. As specified therein, the maximum area and the height of a permanent ground sign shall be determined by zoning status, the sign set back and the property frontage. An increase of up to 10 percent of the maximum area and height of a ground sign may be approved based on demonstrated need.

In addition, a ground sign is subject to the following regulations:

1. A ground sign shall be setback a minimum of 2 feet from the property line; and
2. There shall be a minimum distance of 40 feet between ground signs.
3. A ground sign shall be located no less than 5 feet from the side lot line and not less than forty 40 feet from the midpoint of any adjoining property frontage.
4. A ground sign located outside the Historic Downtown Business Preservation District should include an area for address numeral identification of the site or building.

B. Height Measurement

The height of a ground sign is measured from grade, at the centerline of the street at the point nearest the center of the sign, to the highest point of the sign face.

C. Area Measurement

The area of a ground sign is the entire area within a single continuous perimeter which encloses the extreme limits of the lettering, representations, emblems, or other figures, together with any material or color, which forms an integral part of a display or is used to differentiate a sign from the background against which it is placed. Structural members bearing no sign copy shall not be included. Only one side of a ground sign shall be included in calculating surface area, provided that the two display surfaces are adjoined at an angle not greater than 60 degrees. All sides of a sign having more than two faces which are visible from any one street shall be included in the calculation of surface area. The area of the address numerals shall not be included in the calculation of the overall area of the sign.

Table 13.1: Basic Design Factors for Ground Signs															
Minimum Sign Setback															
Zoning District	Min. Front	2 feet		5 feet		10 feet		15 feet		20 feet		25 feet		30 feet	
		area	height	area	height	area	height	area	height	area	height	area	height	area	height
R-4 B-1 B-2 B-2C B-3 B-4 B-5 M-1 M-2	50 ft.	12	6	14	6	16	7	18	7	20	8	22	8	24	9
										23	6	25	6	28	6
	70 ft.	18	9	22	10	26	11	30	12	34	13	38	14	42	15
						30	8	34	9	39	9	43	10	50	10
	80 ft.	22	10	26	11	30	12	34	13	38	14	42	15	46	16
						35	8	40	9	43	10	49	10	53	11
B-5 M-1 M-2	90 ft.	26	11	30	12	34	13	38	14	42	15	46	16	50	17
						40	8	45	9	49	10	54	11	57	12
	100+ ft.	30	12	34	13	38	14	42	15	46	16	50	17	54	18
						46	8	50	9	55	10	59	11	63	12
B-5 M-1 M-2	200 ft.					58	15	64	16	70	17	76	18	82	19
						68	10	74	11	80	12	86	13	93	14
	300 ft.							86	17	92	18	98	19	104	20
								98	12	104	13	110	14	117	15
B-5 M-1 M-2	500 ft.									108	19	112	20	120	21
										116	16	120	17	128	18
NOTE: If two numbers are given in any column, the user is given the option of having more height and less area or vice versa.															

<p>Step 1—Determine zoning district and minimum frontage (two left vertical columns)</p> <p>Step 2—Determine minimum sign setback (top horizontal row)</p> <p>Step 3—Determine maximum area and height allowed based on the intersection of the horizontal and vertical row.</p>
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D. Setback

The setback of the sign is measured from the property line at the point which reflects that portion of the sign closest to the property line.

13.8.3 Permanent Projecting Signs

A single permanent projecting sign may be displayed at each public entrance to an establishment in a business or manufacturing zoning district which fronts on a public street. If a business does not have a public entrance fronting a public street, 1 projecting sign may be displayed on a wall which does front a public street.

A projecting sign shall have a maximum area of 9 square feet, must extend from the wall at a 90 degree angle, and must be pinned from the wall at least 6 inches. At the signs outermost point, the sign must extend not more than 60 inches from the face of the wall to which it is attached. The highest point on the sign must not extend above the windowsill of a second story window or a height of 16 feet, which ever is lower.

A projecting sign may be extended over a public sidewalk located in the public right-of-way, provided there is a separation of eight (8) feet between the sidewalk and the bottom of the sign.

13.8.4 Permanent Canopy, Awning and Marquee Signs

Canopy and Awning signs are permitted in a business, manufacturing or multiple-family zoning district. All signage must be painted on or directly attached to the slope or valance and may not extend above or below that portion of the canopy or awning to which it is attached. Any lettering or logo located on the valance of a canopy or awning shall not exceed a height of three fourths of the vertical dimension of the valance.

A. Canopy Signs

A canopy is a structure, other than an awning, carried by a frame supported by the ground or resting on a sidewalk, which may or may not be attached to a building.

A canopy sign is a type of sign attached directly to a canopy.

Specific regulations for Canopy signs are as follows:

1. Signage must be limited to the side of the canopy which fronts a public street; and
2. Must not exceed 50 percent of the total area of that side of the canopy which is available for signage.

B. Awning Signs

An awning is a roof-like covering of canvas, or the like, which is not supported by the ground and is often adjustable, located over a window, door, etc., to provide protection against the sun, rain, and wind.

An awning sign is a type of sign painted on or attached directly to an awning.

Specific regulations for Awning signs are as follows:

1. The total area of an awning sign shall not exceed 50 percent of the total area of the awning;
2. If internally illuminated, the awning background shall be a subdued color. Subdued colors are colors in which the intensity or degree of intensity is toned down; colors which occupy a secondary or auxiliary position rather than that of the message color; moderate, tasteful, temperate, unobtrusive.
3. Internal illumination of awnings is not permitted in the Historic Square Area as defined in Section 13.3, unless approved by the City's Historic Preservation Commission.

C. Marquee Signs

A marquee is a hood or similar structure of a building which projects from the wall of a building and is not supported by the ground or sidewalk. A marquee sign is a sign which is painted on or directly attached to a marquee.

The use of a marquee sign is limited to a movie theater and may be used to identify the name of the theater and the names and ratings of the movies currently being shown. Due to the changing nature of this information, manually changeable copy is permitted.

13.8.5 Non-Illuminated Pedestrian Wall or Awning Signage

A business may display one (1) non-illuminated sign with a maximum area of 1.5 square feet if a building and awning or canopy design prevent pedestrians from seeing the principal sign. This may be accomplished by sign hung under an awning or canopy, or flush mounted on the wall near a pedestrian entrance.

Signage which extends below a canopy or awning should be positioned at a 90 degree angle to the building and must be a minimum height of 8 feet above a public sidewalk.

The sign shall be coordinated with other building signs and may contain three items of information and is in addition to the total items of information allowed.

13.8.6 Permanent Window Signs

A permanent window sign is any sign painted on, affixed to, or suspended behind (within 3 feet) of a window or glass surface of a door; is visible from a public street; and is permanent in nature. Total window area means one continuous panel of glass or a set of two or more panels divided by mullions of six (6) inches in width or narrower. Panels surrounded on all sides by solid walls or mullions wider than six inches shall be considered individual windows.

A. Permanent Window Signs (Historic Downtown Business Preservation District)

A permanent window sign within the Historic Downtown Business Preservation District is any sign painted on, affixed to or suspended behind (within 3 feet) of a window or glass surface of a door; is visible from a public street; and is permanent in nature.

Window signs consisting solely of individual letters, numerals, or other symbols without any background may be displayed but may not cover more than 25 percent of the total window area.

Window signs that combine individual letters, numbers or symbols with other opaque objects, logos, or images or any type of background may not exceed 15 percent of the total area of the window.

The size of a window sign shall be determined by measuring a box around the entire group of words, letters and symbols.

- B. **Permanent Window Signs (Outside the Historic Downtown Business Preservation District)**
Permits are not required for window signs outside the Historic Downtown Business Preservation District; however, permanent window signs shall not cover more than fifty percent of the area of a window. Window signs that flash or otherwise create a distraction for motorists are prohibited.

13.8.7 Permanent Directory Signs

A directory sign shall be used only to identify the official building or site name, if any, and provide a directory of the occupants of a shopping center, building or manufacturing subdivision in a business or manufacturing zoning district which has more than one establishment and is located on one or more lots or parcels. A directory sign may be a window, wall, projecting or ground sign and shall comply with all regulations pertaining to that sign type, except as provided herein:

- A. **Directory Wall, Window and Projecting Signs**
The maximum area of a directory wall, window, or projecting sign, including both the official name of the building, if any, and a listing of occupants, shall be the same as permitted for the corresponding sign type.

The directory wall, window, and projecting sign will be permitted as an additional sign. The directory wall, window and projecting signs shall comply with all other regulations for the corresponding sign types.

- B. **Directory Ground Signs (outside the Historic Downtown Business Preservation District)**
The maximum area of a directory ground sign, including both the official name and listing of the occupants, shall be the same as that permitted for the corresponding sign type plus an additional 10 percent for each establishment located on the site. In no case, however, shall the area of a directory sign exceed 150 percent of the area permitted for the corresponding sign type.

A directory ground sign is permitted along a street or highway on properties outside the Historic Downtown Business Preservation District

1. The directory ground sign will be permitted as an additional ground sign on the zoning lot or parcel for purposes of this section, if the other ground sign identifies only the name of the center.
2. One directory ground sign is permitted per street frontage.
3. An internally illuminated directory ground sign shall have an opaque background.
4. A directory sign shall include the address range for the property.

- C. **Directory Ground Signs (within the Historic Downtown Business Preservation District)**

A directory ground sign is permitted along a street or highway on properties within the Historic Downtown Business Preservation District

1. The directory ground sign will be permitted as the only sign on the zoning lot or parcel for purposes of this section.
2. One directory ground sign is permitted per street frontage.
3. Directory ground signs within the Historic Square Area shall not be internally illuminated.
4. A directory ground sign outside the Historic Square Area, but within the historic district may be internally illuminated directory sign but it shall have an opaque background.

13.8.8 Permanent Church and School Signs

A school or church may display signage subject to the same regulations as an establishment in a business or manufacturing zoning district.

It is recognized that churches and schools by their nature, have unique and constantly changing information dissemination requirements. A church or school may use up to seventy percent (70%) of the total area of a wall or ground sign for changeable copy, subject to the following:

A. **Letterboard**

A letterboard style changeable copy sign must be completely covered and enclosed in a lockable cabinet.

Commentary:

A letterboard style sign is a changeable copy sign cabinet with manually changeable bulletin board or push pin style lettering, contained in a weather tight locking cabinet. A letterboard sign may not be internally illuminated however it may be externally illuminated from the ground or by a light source within the locking cabinet, provided the bulb is not visible in the cabinet from neighboring properties or public right of way.

B. **Reader-board**

An internally illuminated, changeable copy, reader board style sign must have a dark opaque background and utilize a reverse changeable clear letter systems. The reverse letters or numerals must be at least 6 inches in height but no more than 8 inches in height, and must be manual changeable copy. Reader-board style signs which are not internally illuminated may utilize a dark letter on a white or light colored background.

Commentary:

A reader-board style sign is a permanent changeable copy sign cabinet with manually changeable plastic letters, 6 to 8 inches in height, which allow the light to shine through the letter, but not an opaque background (reverse clear letters) or which are not illuminated (dark letter on clear or light colored background). Letters slide into a fixed track. A reader-board sign cabinet must be integrated into the primary sign lettering, contained in a weather tight locking cabinet.

- C. **LED Changeable Message**
A changeable copy sign may utilize LED (light emitting diode) illumination, however the message may only utilize a single color of letters or numerals. The sign may not flash, scroll, or use animation and the message may change no more frequently than once every four hours.
- D. **Prohibitions**
LED illuminated church and school signs are prohibited in the Historic Downtown Business Preservation District.

13.8.9 Subdivision Identification Signs

A single permanent ground sign is permitted at each entrance to a residential subdivision, business/manufacturing subdivision, or planned unit development which is at least 2 acres in total area. Such signs can be no closer than 400 yards apart, on the same street or highway.

- A. **Area and Height Requirements:** A subdivision identification sign shall not exceed 32 square feet in area or a height of 8 feet. In addition, a subdivision identification sign shall have a minimum setback as set forth for all permanent ground signs in Table 13.1
- B. **Optional Subdivision Identification Sign Use:** An identification sign in a business/manufacturing subdivision or planned development may be used as a directory sign and must comply with the sign area requirements provided in Section 13.8.7.

13.8.10 Comprehensive Signage Plan for Planned Unit Developments

- A. During the PUD design review process, a Comprehensive Signage Plan may be proposed by the developer. The signage plan is used to establish criteria for lettering style and size, illumination, number of signs and sign location and size on the development site. Typical building elevations must be provided. Deviations from the requirements of the sign control ordinance may be granted based on the quality of the design and unique features of the development, however, a Comprehensive Signage Plan may not utilize any of the prohibited signs and practices listed in Section 13.4.
- B. The Community Development Director, or his/her designee, shall review the plan, consult with the applicant regarding revisions, and submit a recommendation regarding the Comprehensive Signage Plan to the Plan Commission and City Council.
- C. All future signage within the PUD must comply with the adopted Comprehensive Sign Plan or must be approved by the developer, subsequent owner of the overall development, or by the property owner's association, must meet the requirements of the Woodstock Sign Control regulations, and must not alter the overall signage plan concepts.
- D. A Planned Unit Development which does not have an approved Comprehensive Signage Plan must comply with all Sign Control regulations.

13.8.11 Permanent Time and Temperature Devices

A time and temperature device may be displayed on a wall, ground or projecting sign in a Business Zoning District, provided such signage complies with the regulations pertaining to the corresponding sign type. A time and temperature device may utilize intermittent LED lighting, provided the frequency of change is

not greater than once per 3 seconds.

13.8.12 Employment Opportunity Signs

Establishments in a manufacturing district may display 1 Employment Opportunity Sign. Such a sign shall be used to identify the name of the firm, advertise whether it is presently hiring, identify types of positions available, and provide the address and telephone number of the employment office.

A permanent employment opportunity sign may not exceed 16 square feet in area and shall be coordinated with other signage on the property. Alternatively, an area of 16 square feet may be incorporated into a permanent wall or ground sign for the display of employment opportunities.

An Employment Opportunity Sign may be a ground, wall, or window sign and shall comply with the regulations established for each of these types of signs. Changeable copy is permitted for hiring information and illuminated changeable copy signs shall comply with the illumination regulations contained in Section 13.8.13.

Only the name of the business shall be counted for purposes of calculating items of information.

13.8.13 Permanent Changeable Copy Message Area

A single permanent changeable copy message area reader-board or LED or similar illumination is permitted on a business/manufacturing zoning lot, building site or shopping center located outside the Historic Downtown Business Preservation District.

A changeable message area may be displayed on opposite sides of a double-faced or V-shaped sign.

A changeable copy reader-board sign must have a dark opaque background and utilize a reverse changeable clear letter system if internally illuminated. The reverse letters or numerals must be at least 6 inches in height but no more than 8 inches in height.

Signs which are not internally illuminated may utilize a dark letter on a white or light colored background with letters or numerals of at least 6 inches in height but no more than 8 inches in height.

A changeable copy sign or electronic message center (EMC) of text, images or combination of both may utilize LED or similar illumination of a single color or full color. The sign may not flash, scroll or be animated and the message may change no more frequently than once every hour. Lettering should be no smaller than 4 inches in height (Ordinance Number 12-O-38, adopted June 19, 2012).

The letters or numerals displayed within a changeable message area shall not count as items of information. All changeable message areas are subject to the following regulations:

- A. The changeable message area shall be an integral part of the primary identification sign for the business or shopping center. The changeable message area shall not be used for business name identification.
- B. The area of the sign utilized for the purpose of displaying a changeable copy sign message shall not exceed 35% of the total sign area. If a changeable copy sign is used, the maximum number of items of information displayed on the property shall be reduced by 2.

- C. The maximum area and height of the identification sign which includes a changeable copy message area shall comply with the regulations established for the pertaining sign type.
- D. The changeable message area may be internally illuminated as stipulated above and does not count against the allowable translucent message percentage as stipulated in Section 13.10.1.

Within the Historic Downtown Business Preservation District, changeable copy message signs are allowed outside the Historic Square Area subject to the above requirements, except that LED message signs are prohibited.

13.9 Automobile Service Station Regulations

An automobile service station is an activity which requires the following special considerations regarding signage:

- A. In addition to other signs permitted, an automobile service station may display 2 signs, not more than 8 square feet in area, on each pump island stating whether that island is "self- service" or "full-service", the current price of gasoline sold at that island, and other information required by law.
- B. An automobile service station which includes interior facilities for secondary use(s) may be treated as having separate establishments, each with its own signable area for wall signs. One of the establishments shall contain the principle entrance to the service station office and the other(s) shall be that part of the structure in which the secondary use(s) facilities are located.
- C. Only one (1) ground sign shall be permitted on a zoning lot where an automobile service station is located.
- D. The maximum area of an automobile service station sign which also displays information regarding the price of fuel shall be the same as that which is permitted for the corresponding sign type plus an additional 25 percent for the display of the fuel price. Up to 50 percent of the total area of the sign may be used for fuel pricing.
- E. That portion of a gasoline service station sign which contains information regarding the current price of fuel only, is allowed to be a changeable copy sign. The illumination of the changeable copy sign area shall be translucent letters with a dark or opaque background or shall be a LED illuminated changeable copy area used for the display of fuel prices only.
- F. A maximum of 35 percent of the area of a ground sign may be used for a changeable message area if the automobile service station includes a convenience store that sells food, beverages, and other household supplies. The changeable message area shall be integrated into the overall ground sign design and contained within the same overall framework. The changeable copy portion of the sign shall utilize translucent letters with a dark or opaque background or shall utilize an LED or similar illuminated changeable message (Ordinance Number 11-O-30, adopted May 3, 2011).
- G. All automobile service station signage shall comply with all other illumination changeable message sign requirements found elsewhere in this ordinance, except as specifically provided for in this section (Ordinance Number 11-O-30, adopted May 3, 2011).

13.10 General Regulations

13.10.1 Illumination

Signs may be illuminated except as otherwise provided herein. The intensity, location and distribution of illumination shall be sufficient to render the message readable without generating spill-over light that is discomforting or distracting. Sign illumination is intended to make the message readable at night, not to provide area or security lighting.

A. Outside the Historic Downtown Business Preservation District

1. When the sign is internally illuminated, the translucent message area shall not exceed 40 percent of the total sign area. Any remaining area shall have an opaque background.
2. An internally illuminated, 100 percent translucent box may be used in conjunction with channel letters, when the illuminated portion of the entire sign, including the box sign and the channel letters does not exceed 40 percent of the total area of a rectangle drawn around the entire sign.
3. An irregularly shaped box sign may be more than 40 percent translucent if, when a rectangle is drawn around the entire sign, not more than 40 percent of the total sign area is translucent.
4. When the sign is illuminated from the exterior, the direct or indirect rays of light shall not spill over, onto, or into adjoining property or establishment or onto any public thoroughfare so as to be hazardous or annoying. The light source shall be positioned so as to not glare or shine into the eyes of motorists or pedestrians, or onto adjoining property.
5. Neon tube signs shall be allowed provided they do not cover more than 50 percent of a window.

B. Historic Downtown Business Preservation District

1. **Historic Square Area:**
Internally illuminated box signs and illuminated channel letters are prohibited within the Historic Square Area. For purposes of this Section, the Historic Square Area shall be comprised of those properties located on the following streets: Johnson, Cass, Benton, Van Buren, Main, Dean (north of Calhoun), Judd (between Benton to Jefferson), and Jackson (between Throop and Jefferson).

When a sign is illuminated from the exterior, direct or indirect rays of light shall not spill over, onto or into adjoining property or establishments or onto any public thoroughfare so as to be hazardous or annoying. The light source shall be positioned so as to not glare or shine into the eyes of motorists or pedestrians or onto adjoining properties.
2. When a sign outside the Historic Square Area, but in the Historic Downtown Business Preservation District, is internally illuminated, the sign shall have an opaque background with translucent lettering.
3. Neon tubing may be used to form a sign inside a window subject to the following conditions:

- a. Neon may not be used to outline windows and doors, accentuate or trim architectural features, or outline borders of signs or buildings.
- b. A maximum on one neon sign which does not exceed 20 percent of the area of the window may be displayed if such tubing is used for the business name, instructional purposes, logos, graphics, products, and services.

C. Types of Illumination Not Permitted

The following types of illumination are not permitted anywhere in the City;

1. Exposed bare bulbs, except that neon signs shall be allowed as provided in herein.
2. Flashing lights, except as provided in Section 13.8.11.
3. Open flame.

13.10.2 Maintenance, Construction and Safety Requirements

A. Maintenance

A sign shall be maintained in safe, presentable and good structural condition at all times. Maintenance of a sign shall include such activities as the replacement of defective parts, painting and cleaning.

B. Safety and Construction

All signs shall be made to conform to the following safety and construction requirements when applicable:

1. All signs which are internally illuminated or which have internal electrical components shall be constructed of non-combustible material.
2. Wooden signs shall be illuminated only from an exterior source.
3. The minimum sign clearance over a public sidewalk shall be 8 feet.
4. All signs shall be constructed and anchored to withstand a minimum wind pressure of 30 pounds per square foot.
5. When a ground sign is supported by wood timbers or poles, the wood shall be treated to resist decay and destruction.
6. No sign shall be attached to a fire escape, fence, bush, tree or utility pole or be within a public right-of-way, except as provided in Sections 13.5.1, 13.5.2, 13.5.3 and 13.8.3.
7. No sign shall be located so as to interfere with the clear vision of vehicular traffic or otherwise impair vehicular or pedestrian traffic safety.
8. No sign shall be located so as to interfere with snow removal or other municipal or public utility activities.

9. No sign shall be located within 10 feet of any above ground telephone, electrical or telegraph line.
10. No portion of a marquee shall be less than 9 feet above sidewalk grade nor shall it extend to a height greater than 16 feet at its highest point. In addition, no portion of a marquee shall extend nearer than 1 foot from the face of the curb or edge of the street.
11. No sign shall be erected, constructed or maintained so as to obstruct any fire escape, required exit, window or other opening which may be used as a means of egress.
12. All electrical signs shall be approved and labeled as conforming to the standards of the United States Bureau of Standards, the Underwriters Laboratory, Inc., or other similar institutions of recognized standing. Any electrical wiring connections are required shall comply with all applicable provisions of the City's Electrical Code.

13.11 Administration

13.11.1 Permits

Prior to the erection, alteration, relocation or painting of a sign, the issuance of a sign permit by the Community Development Director shall be required, except as provided in Section 13.5. The Community Development Director shall issue a permit for the erection, alteration, relocation or painting of a sign within the City only when a proper application has been filed and the sign complies with the sign section and all other applicable laws and regulations of the City.

A sign in which any electrical wiring connections are required shall comply with all applicable provisions of the City's Electrical Code.

An applicant shall obtain a permanent sign permit and the sign shall be installed within 1 year from the date of issuance. Sign permit approval for a sign not installed within this time period shall become void and a new sign permit shall be required.

A. Application Procedure

Application for review of a permanent sign shall be made upon a form provided by the Department of Community Development and, depending upon the type of signage involved, shall include at least the following information:

1. A photograph or diagram illustrating the following information, depending upon the sign type:
 - a. Wall Sign
 - 1) the setback of the building.
 - 2) the signable area and the exact location and outer dimensions of the sign.
 - 4) exact representation of the face of the building to which the sign is to be attached shall be illustrated.
 - b. Ground Sign
 - 1) the setback of the building.
 - 2) the location of the sign on the property, including front and side yard

- setbacks and the distance from the sign to the building, and the property frontage.
 - 3) the height of the sign.
 - 4) the distance from the sign to adjacent ground signs shall be illustrated.
 - 6) A ground sign of more than 50 square feet must supply a copy of the stress sheets and calculations showing that the structure is designed for wind pressure in the amount required by this Ordinance and all other applicable regulations of the City.
- c. Projecting sign
- 1) the proposed location of the sign on the building.
 - 2) the distance that the sign is pinned away from the building.
 - 3) the distance from the face of the building wall to the outer-most point on the sign.
 - 4) the distance between sidewalk grade and the top and bottom of the sign.
 - 5) exact representation of the face of the building to which the sign is to be attached shall be illustrated.
- d. Canopy, Awning or Marquee sign
- 1) the complete dimensions of the canopy, awning or marquee to which the sign is attached.
 - 2) the location, outer dimensions and percentage of canopy or awning which the sign or lettering occupies.
 - 3) the distance from sidewalk grade to the top and bottom of the sign shall be illustrated.
- e. Window sign
- 1) the dimensions of the window or glass surface on which the sign is to be applied.
 - 2) the location and outer dimensions of the sign.
 - 3) the location of any other window signs on the face of the building on which the sign is to be attached shall be illustrated.
- f. Temporary sign
- 1) the dimensions of the sign.
 - 2) a site plan showing the proposed location.
 - 3) drawing of the proposed sign.
2. A photograph or diagram, drawn to scale, illustrating the exact location of all existing and proposed signage on the property and adjoining properties.
3. One (1) colored sketch, drawn to scale, which accurately represents all features of the sign including, but not limited to, size, message, letter style, border, surface texture, all exposed structural elements, percentage of message area and method of illumination and support .
4. One (1) color sample for each color which is proposed to be used in the sign. The color sample shall consist of either the manufacturer's color chart or, in cases of custom colors, an actual sample of the paint to be used, applied to an appropriate material.

An application for the repainting of a sign in the same color scheme or for the changing of a name of an occupant listed on a directory sign shall include the information in Item 4.

B. Insurance

Each applicant for a permit to construct a sign which extends over a public right-of-way shall file with the Community Development Director, prior to the issuance of the permit, a certificate of insurance naming the City of Woodstock as an additional insured covering all damages which the City may be legally obligated to pay on account of personal injury or property damage, including loss of income, which may be caused by the erection or maintenance of the sign. The insurance policy shall be issued by an insurance company authorized to do business in the State of Illinois and shall have applicable amounts of not less than \$50,000 per-person and \$500,000 per occurrence for personal injuries.

C. Permit Fees

Each applicant shall, prior to the issuance of a permit for the following types of signs, pay to the City of Woodstock a sign permit fee in an amount determined by the City Council. In addition to the permit fee required for each temporary sign, a deposit of \$50 may be required prior to the issuance of a permit. This deposit is to guarantee that the sign is constructed and installed as noted on the permit, and that the sign shall be removed within the time specified. If the sign is altered or not removed within the specified time, the deposit will be retained by the City.

13.11.2 Removal and Disposition Of Signs

A. Abandoned Signs

A sign which is located upon a property or premise which becomes vacant or unoccupied for a period of 30 days or more, a sign which pertains to a time, event or purpose which no longer applies or a sign located upon a property or premise in which normal day-to-day business has not been conducted for a period of 30 days or more, shall be deemed abandoned.

An abandoned sign is prohibited and shall be removed by the owner of the premises within 30 days from receipt of notice from the city, unless an extension is applied for and granted by the Community Development Director. In order to qualify for an extension, an abandoned sign must be sufficiently maintained. If the sign is in conformance to all other requirements of this Chapter, compliance can be accomplished by providing a blank sign face. This may be accomplished by covering the sign face with the same color or material of the sign background. If this cannot be accomplished, the sign shall be removed.

B. Non Conforming Signs

A sign which has been lawfully constructed and installed as of the effective date of the sign section and which does not comply with one or more of these regulations shall be deemed to be a legal non-conforming sign and may be retained. A legal non-conforming sign shall become non-conforming and shall be removed or brought into compliance with this section if any one or more of the following occurs:

- The sign is removed
- The reference on the sign is changed due to a change of use and/or ownership
- The sign is damaged or destroyed by any means to the extent of 50 percent or more of its replacement value based upon prevailing costs at the time of such damage or destruction
- A sign is abandoned as established in Section 13.11.2.A.

Normal maintenance of a legally non-conforming sign is permitted as long as such repairs do not extend or intensify the non-conformity of the sign.

An unlawful sign, constructed or installed prior to the effective date of this Section, regardless of whether or not it complies with the requirements established in this Section, shall be deemed illegally non-conforming and shall be removed or brought into compliance with this Section within 30 days from receipt of notice from the City.

C. Removal of Signs

The Community Development Director shall cause to be removed any sign which endangers the public safety, and shall prepare a notice to be sent, via certified mail or hand delivery, to the property owner. The Community Development Director may cause any sign or advertising structure which is an immediate peril to persons or property to be removed summarily and without notice. The Community Development Director may without notice, remove or cause to be removed, any sign located in the public right of way.

D. Disposition of Signs

Any sign removed by the Community Development Director, pursuant to the provisions of this Ordinance, may be disposed of in any manner deemed appropriate by the City. The cost incurred by the City in removing this sign shall be considered a debt owed to the City by the owner of the sign or property on which the sign is located.

13.11.3 Variations

A. Findings

Variations may be granted from the strict application of the terms and provisions of the regulations pertaining to signage in accordance with the provisions of this Chapter, notwithstanding any other provision of this Ordinance pertaining to zoning variations. Depending upon the location of the sign, the Project Review Commission or Historic Preservation Commission will conduct a public hearing and may recommend to the City Council a variation of the strict application of the terms and provisions of these regulations when it finds:

1. That such variation is harmonious with the intent and purpose contained in Section 13.1, Statement of Purpose.
2. That there are practical difficulties or particular hardships in carrying out the strict letter of this Chapter, or any part hereof, relating to the construction, alteration, maintenance, repair, or remodeling of any sign. Practical difficulties or particular hardships shall be proven by evidence demonstrating that (1) the plight of the owner is due to unique circumstances and (2) the variation, if granted, will not alter the essential character of the locality in which it is granted.
3. That the variation will maintain and/or enhance the historic and architectural character of a site or structure.

B. Procedure

1. The applicant shall file a petition for variation with the Department of Community Development, accompanied by the required filing fee; and

2. The petition shall set forth the fact in detail concerning the proposed variation and practical difficulties and shall have attached thereto a diagram or plan showing the result that the proposed variation would have on the subject sign; and
3. Said petition shall be filed prior to the date on which the notice appearing as hereinafter specified has been published in a local newspaper.
4. Upon the filing of a variation petition, the public hearing will be set for the next available regular Project Review Commission or Historic Preservation Commission meeting date. Thereafter, the petitioner shall cause a public notice of the hearing to be given by publishing a notice of the date, time and place of the hearing in a newspaper of general circulation within the City of Woodstock not less than 15 and nor more than 30 days prior to the hearing. The notice shall contain of the particular location of the proposed variation, as well as a brief statement describing it. A simple description of the property as to area, location and/or street address shall be a sufficient for purposes of this section. The petitioner shall send copies of the hearing notice to the persons who last paid taxes on all properties adjacent to, abutting, or across the road, street or alley from the property in question.
5. Within 5 days after the notice of the public hearing has been published, the petitioner shall furnish the City with a copy of the published notice.
6. The petitioner shall cause a suitable Ordinance to be drafted incorporating the terms of the variation for presentation to and consideration by the City Council.

C. City Council Action

No variation shall be considered by the City Council until a public hearing has been held before the Commission and a report on the proposed variation has been made to the City Council. The report shall include reasons for the Commission's decision and shall be accompanied by minutes of the meeting. The Commission may file its own report with the City Council on all requests for variation which appear before it, regardless of the action of the Commission.

Upon the report of the Commission meeting, the City Council may, without further public hearing, grant or deny any proposed variation or may refer the question back to the Commission for further consideration.

13.12 Sign Regulation Definitions

In addition to the definitions incorporated into this Ordinance, the following definitions shall apply to Chapter 13, Sign Controls.

- A. **Advertising.** Any information which identifies, describes, or promotes a product or service, except that the name of an activity and a generic description of the activity are not considered to be "advertising" for the purposes of the Sign Section.
- B. **Area.** For purposes of this Ordinance, a signs area is the entire area within a single continuous perimeter which encloses the extreme limits of the lettering, representations, emblems, or other figures, together with any material or color which forms an integral part of a display or is used to differentiate a sign from the background against which it is placed. Structural members bearing no sign copy shall not be included. Only one side of a free-standing or projecting double-faced

sign shall be included in calculating surface area, provided that the two display surfaces are adjoined at an angle not greater than 60 degrees. All sides of a sign having more than two faces which are visible from any one street shall be included in the calculation of surface area.

- C. **Establishment.** Any structure with substantial walls and a roof affixed to the land entirely separated from any other structure by a wall or property line.
- D. **Institution.** A building housing an organization having a social, educational or religious purpose, such as a school, church, hospital, reformatory, etc.
- E. **Mansard.** A roof-like sloping surface which is applied to or above the face of a building.
- F. **Off-Premise Sign.** A sign which identifies goods, services or facilities which are not available on the premises where the sign is located.
- G. **Premise.** A lot or parcel and the buildings, structures and/or establishments which are located on that lot or parcel.
- H. **Public Entrance.** An architecturally enhanced entrance to an establishment which is provided primarily for use by the patrons or customers of the establishment and not for delivery purposes.
- I. **Sign.** Any object, device, or structure, or part thereof, located inside or outside an establishment, which is used to advertise, identify, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means including words, letters, designs, symbol fixtures, colors, motion, illumination or projected images. The term sign includes, but is not limited to, projecting, ground, wall, window, awning, canopy, marquee and changeable copy signs, illuminated signs, flashing and animated signs, temporary signs, portable signs, pennants, banners, streamers, search lights or other attention-getting device or display either affixed to or separate from a building or structure.